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YEARS OF PROGRESS

R

ROGERS
Bros.
SEEDS *Co.*

Idaho Falls, Idaho

ESTABLISHED 1876

SPECIALISTS

PEAS

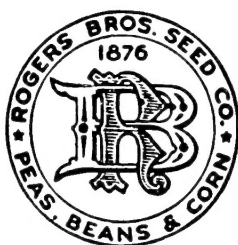


BEANS



CORN

To Commemorate
Our
Seventy-Fifth
Anniversary



ROGERS BROS. SEED CO.
IDAHO FALLS, IDAHO



High Altitude—Dry Air
and Dry Harvests Are Prime
Essentials to the Production
of High Vitality and Disease
Free Seeds.

FOREWORD

It is with much pride and pleasure that we present this brochure commemorating our 75th anniversary in the continuous service of producing peas, beans, and corn for the seed, vegetable marketing and food processing trade.

In the year 1876, two brothers, Everett E. and Austin L. Rogers founded the Rogers Bros. Seed Co., in the town of Cape Vincent in Jefferson County, New York, where pea and bean seed was grown commercially for the first time in the United States.

The business in such capable hands grew in volume and prestige until it was necessary to look for greater growing areas. In 1902, a large and complete plant was built in Alpena, Michigan, where crops were good and production was stepped up.

In 1911, the demand for these quality stocks had increased to the point where greater production was necessary. Expansion was made to the West, where a large and completely equipped plant was constructed in Idaho Falls, Idaho.

Year by year, many plants have been constructed in Wyoming, Montana, Washington, Colorado and California, where acreage and climatic conditions best assure a crop.

Trial and improvement grounds are strategically located, where diseases are studied and new varieties developed under our Research and Plant Breeding Department. Among our customers today are many whose patronage we have enjoyed almost from the foundation of the business.

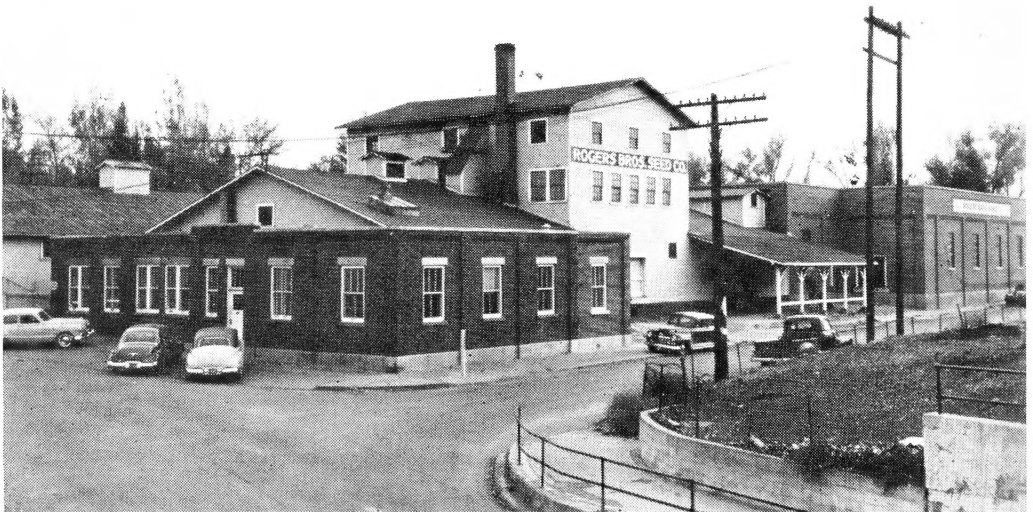
A new venture by our company in 1921 was the development of a subsidiary department for the manufacture of a new product—potato flour. We constructed a large plant for the production of potato flour in Idaho Falls, Idaho. This plant has operated successfully since then and the increased use of this product by bakers, meat packers, soup makers, etc., necessitated the construction of a still larger plant in the great potato producing area around Grand Forks, North Dakota, in the Red River Valley.

Previous to the Second World War we had experimented in potato dehydration. We were the only volume dehydrators of potatoes in this country. When the war developed, our facilities were called upon to deliver great quantities of dehydrated potato products. Since the close of the war these products have been

in demand from meat packers, in the production of hash, meat stews, baby foods, soups, etc.

Our latest development, tying in with our agricultural operation, was the establishment of a service and supply store. In this irrigated section of Idaho there has, in the last few years, been a considerable development in underground water used for irrigation. This water is pumped and put on the land through overhead sprinkler systems. We have an engineering department to draft these systems, and are the distributors of the pumps, aluminum and steel pipe, and sprinkler heads which go to make up these systems. From this store we also distribute farm chemicals, insecticides, and fertilizers, as well as a full line of spray equipment and farm hardware. This department has recently established a store in Twin Falls, Idaho, from which very much the same materials are handled.

We wish through this medium to thank every one of our customers for the business they have entrusted to us. It will be our endeavor to keep our stocks up to the highest standards to merit their continued patronage.



SALES AND PRODUCTION HEADQUARTERS
Box 30 Idaho Falls, Idaho

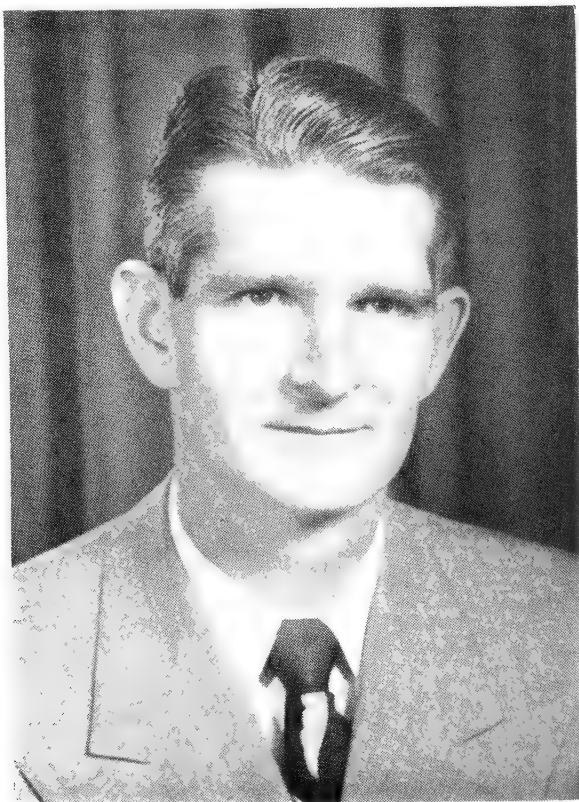


K. D. Rosi
President



J. M. BINGHAM
Vice President

R. K. ROSE
Secretary





T. T. HOPKINS
*Vice President
Production*

DALE W. ISLEY
Treasurer





DR. M. E. ANDERSON
*Research and
Plant Breeding*

LESTER V. ANDERSEN
Traffic Manager



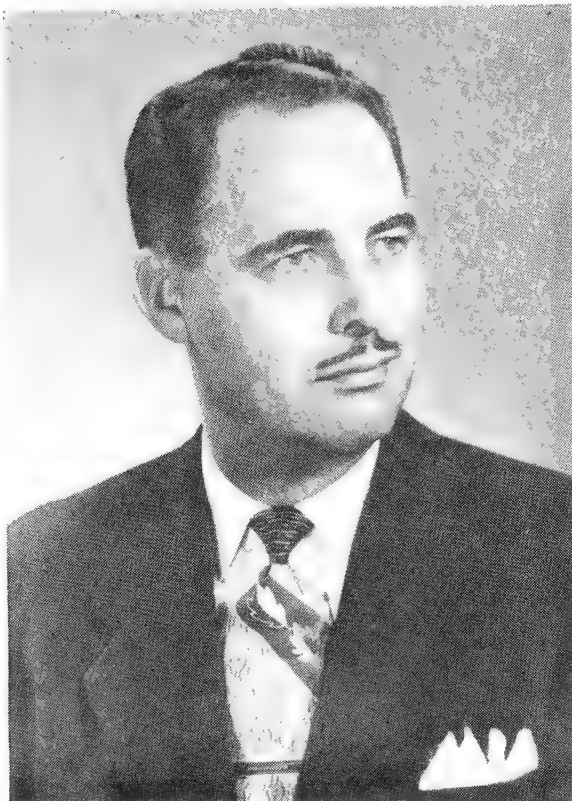


SEED BREEDING



ABOUNDS IN IDAHO



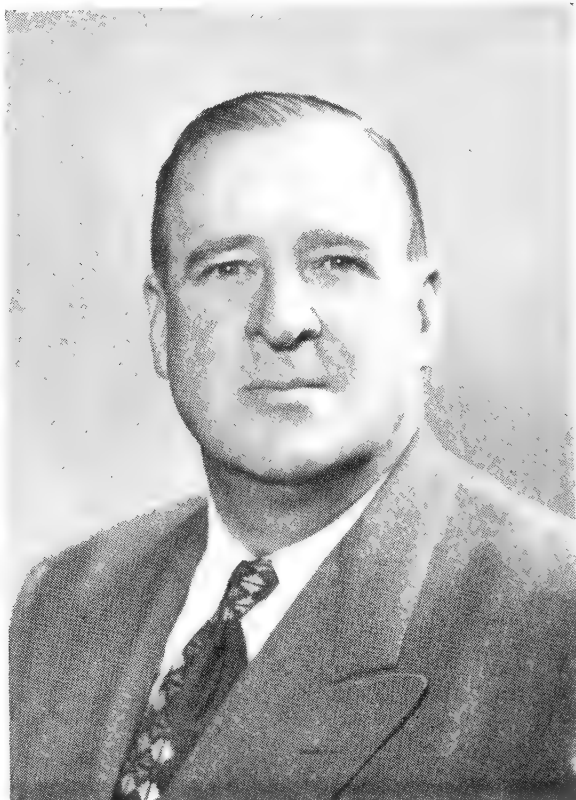


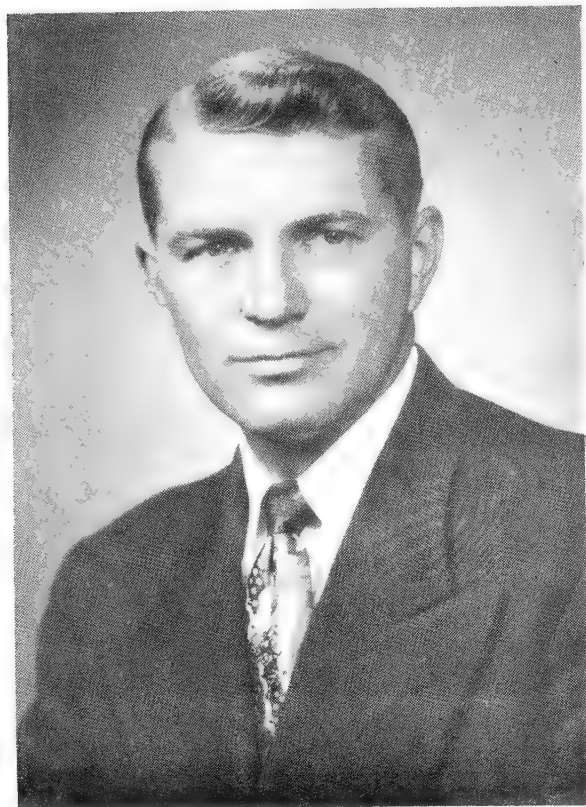
GORDON W. STERNKE
Central Representative

535 Orchard Court
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HUGH P. DORR
Eastern Representative
Hoosick Falls, N.Y.
Phone: 168R





HARVEY W. MAUTH
Western Representative

614 South 20th St.
Caldwell, Idaho
Phone: 385J

H. G. "JERRY" WASHBURN
Southern Representative
2646 Parkside Drive N.E.
Atlanta, Ga.

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Cherokee 0476



ROGERS BREEDING AND IMPROVEMENT PROGRAM

From the beginning Rogers' aims and efforts have been to produce quality seed from high yielding strains. The history of pea and bean seed production shows a gradual westward migration as certain diseases became severe and destructive. Rogers Bros. Seed Company helped pioneer seed production in the semi-arid regions of the western intermountain areas. Here it was found that seeds of high vitality could be produced, free from bacterial blights and several other diseases which are commonly encountered in areas of more abundant rainfall. Pea and bean seed produced in the mountain valleys under irrigation are also acclaimed for their vigor and vitality.

The breeding and improvement program has been uppermost in importance throughout the history of the company. General improvement of peas and beans has been maintained through pure-line selection by careful increase of single plant progenies. All varieties of peas and beans now handled can be traced back to a single outstanding plant of each strain. Single plant selections are made each year for increase and comparison the following season. It is only by outstanding yield and performance, in comparison to other pure-lines, that such a selection is saved for seed-stock increase and distribution. In addition to pure-line selection, seed stocks are supervised throughout the growing season by well trained fieldmen and, where necessary, rogued to maintain purity and uniformity of type. Ample greenhouse space and trial grounds are available for a well balanced breeding program.

The many new varieties of Rogers origination attest the progress of our breeding department. Hybridization is only the beginning in the development of a new variety. Several years of selection, back-crossing and testing are necessary before the combination of disease resistance, quality, season, color, etc., are attained and a new variety is released for distribution. In our breeding program we also try to anticipate the ever changing "taste" of the public, processors and seedsmen. We heartily welcome the suggestions of our friends.

DESCRIPTIVE DATA

The descriptive data given for varieties are based on several years experience and observations in our western seed growing areas, with reference to season and number of days from planting to marketable condition is listed. These figures serve to show the relative maturity of different varieties and are based on years of comparison and more recently on heat unit readings.

PEAS—Canning Varieties

ALASKA

58 Days

Vine 28 inch, light, slim

Pod 2½ inch, light, blunt

Seed medium size, smooth

Rogers Strain:

Sieve	1	2	3	4	5	6	7	8
-------	---	---	---	---	---	---	---	---

%	5.5	16	28	32	18.5			
---	-----	----	----	----	------	--	--	--

423 Strain:

Sieve	1	2	3	4	5	6	7	8
-------	---	---	---	---	---	---	---	---

%	6	19	38	32	5			
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All Strains Wilt Resistant.

ACE (Rogers)

60 Days

Vine 32 inch, medium, dark

Pod 2½ inch, light, blunt, double

Seed medium sized and wrinkled

Hardy, Prolific and Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
-------	---	---	---	---	---	---	---	---

%	7	14	20	26	27	6		
---	---	----	----	----	----	---	--	--

BONNEVILLE (Rogers)

68 Days

Vine 28 inch, medium, dark

Pod 3½ inch, light, blunt, double

Seed medium size, wrinkled

Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
-------	---	---	---	---	---	---	---	---

%		2.5	7.5	17	45	27	1	
---	--	-----	-----	----	----	----	---	--

CHIEF (Rogers)

70 Days

Vine 36 inch, medium, heavy, dark

Pod 2¾ inch, blunt, light

Seed medium size, wrinkled

Sieve	1	2	3	4	5	6	7	8
-------	---	---	---	---	---	---	---	---

%	1.5	3.5	10.5	24	40	20.5		
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CLIMAX

65 Days

Vine 36 inch, medium, dark, slender

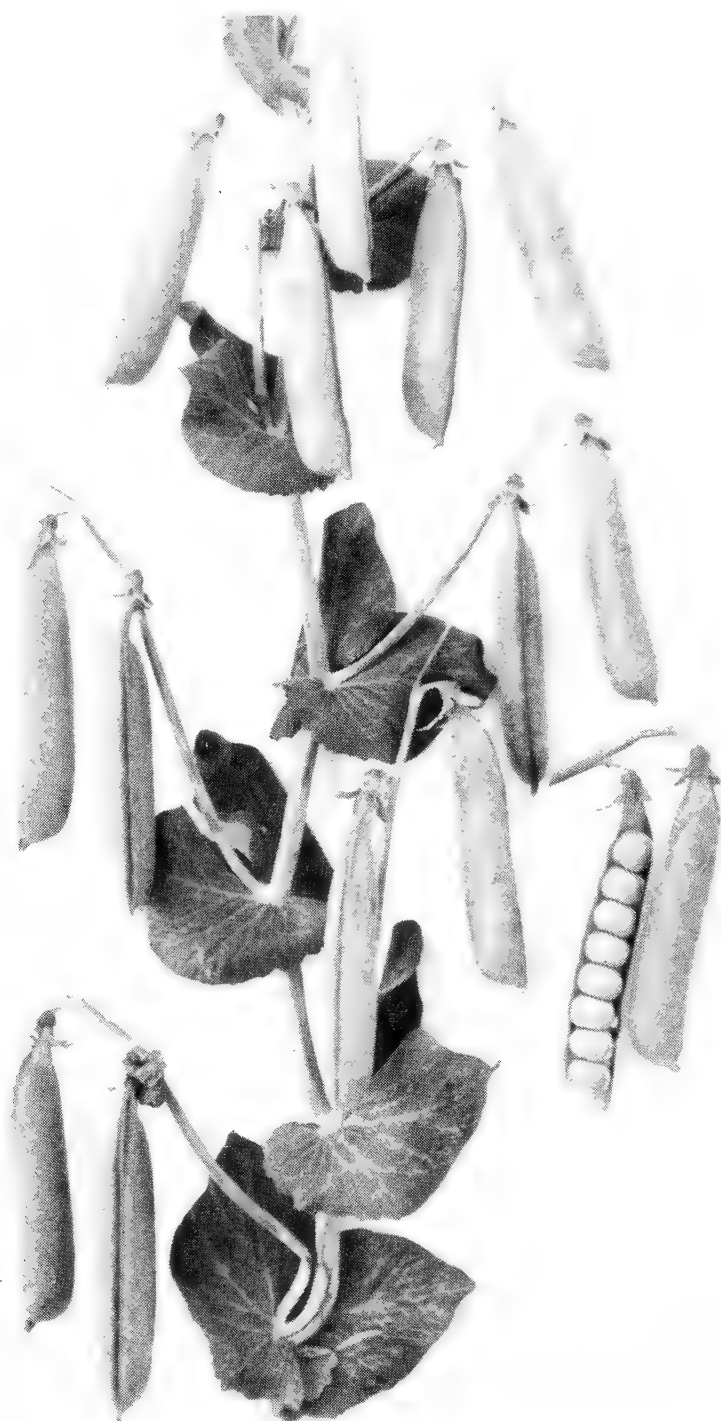
Pod 2¾ inch, light, blunt, double

Seed medium size, wrinkled

Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
-------	---	---	---	---	---	---	---	---

%	6	10	16	27	33	8		
---	---	----	----	----	----	---	--	--



BONNEVILLE (Rogers)
A Wilt Resistant Top
Quality Canning Variety

PEAS—Canning Varieties

FAMOUS (Rogers)

72 Days

Vine.....24 inch, medium dark, fairly heavy
 Pod.....3½ inch, light, blunt, double
 Seed.....medium size, wrinkled
 Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%	1	4	15	33	39	8		

KAY (Rogers)

70 Days

Vine.....32 inch, slim, medium dark
 Pod.....2½ inch, light, blunt, double
 Seed.....small size, wrinkled
 Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%	3	7	37	44	9			

PERFECTION (Rogers)

70 Days

Vine.....28 inch, fairly heavy, medium dark
 Pod.....3½ inch, light, blunt, double
 Seed.....medium size, wrinkled
 High quality—heavy producer

Sieve	1	2	3	4	5	6	7	8
%		2	9.5	23.5	50	14		

PERFECTION (Resistant)

72 Days

Vine.....30 inch, medium heavy, dark
 Pod.....3¼ inch, light, blunt
 Seed.....medium size, wrinkled
 Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%	2	5	12	33	35	13		

PRIDE

65 Days

Vine.....24 inch, medium, dark
 Pod.....3¼ inch, blunt, straight, light green
 Seed.....medium size, wrinkled
 Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%		5	10	22	34	25	3	

IMPROVED PROFUSION (Rogers)

74 Days

Vine.....30 inch, medium dark, heavy
 Pod.....4 inch, light, semi-blunt, well filled
 Seed.....large, cream, wrinkled

PEAS—Canning Varieties

Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%		1	6	26	44	21	2	

SIGNAL

74 Days

Vine.....30 inch, dark green
Pod.....3 1/4 inch, light green, double
Seed.....large, green, wrinkled

Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%			3	16	21	42	18	

SURPRISE

59 Days

Vine.....24 inch, slim, dark
Pod.....2 1/2 inch, light, blunt
Seed.....medium size, wrinkled

Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%	5	10	15	33	29	8		

WASATCH

63 Days

Vine.....26 inch, fairly heavy
Pod.....3 1/4 inch, light, blunt, mostly double
Seed.....medium size, wrinkled

Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%	1	2	5	16	30	34	12	

WINNER (Rogers)

58 Days

Vine.....30 inch, slim, light
Pod.....2 inch, small, blunt
Seed.....very small, smooth

Sieve	1	2	3	4	5	6	7	8
%	13	22	33	30	2			

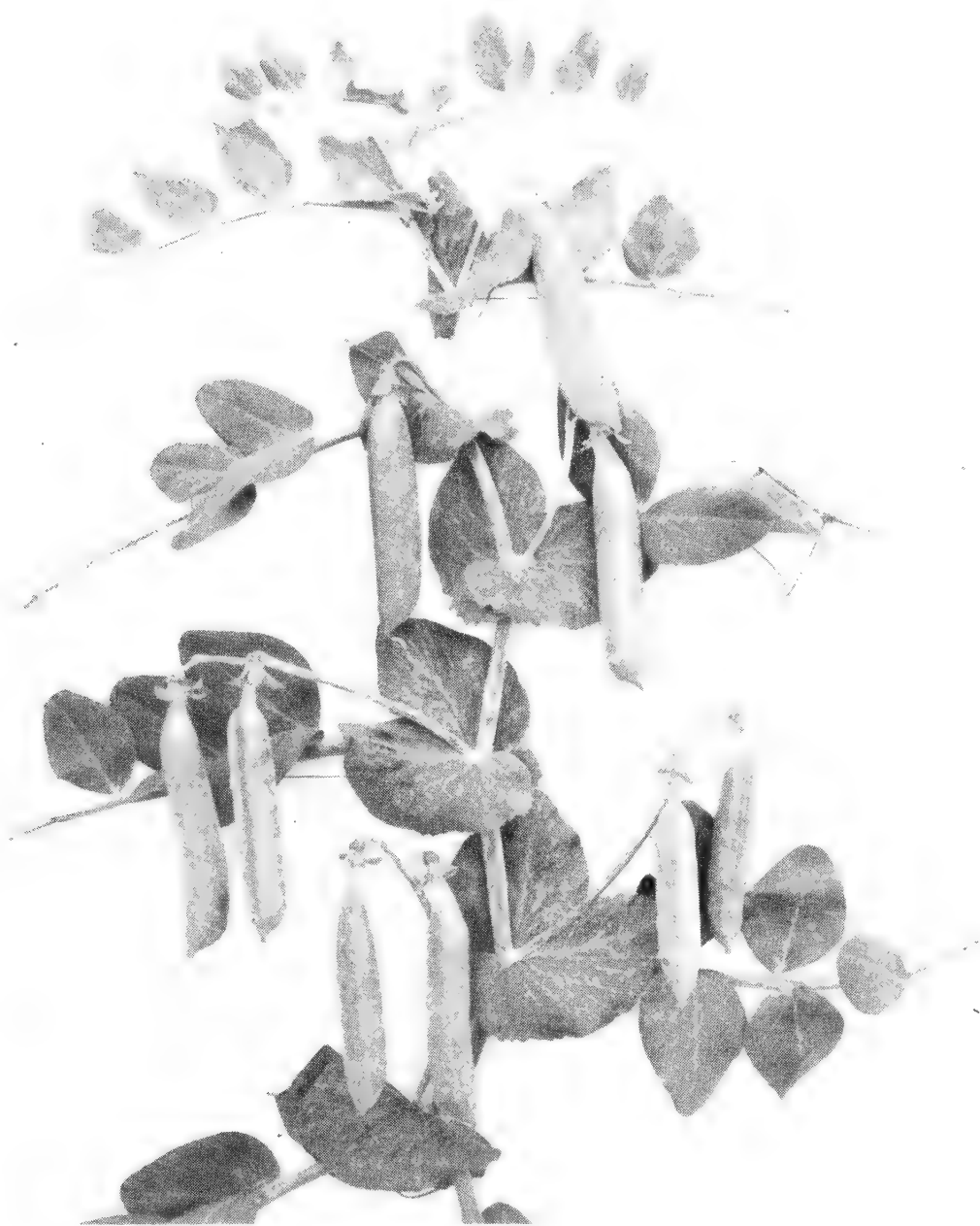
WISCONSIN MERIT

70 Days

Vine.....28 inch, medium heavy
Pod.....3 1/2 inch, light, blunt
Seed.....medium size, green, wrinkled

Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%		3	8	18	45	26		



WASATCH (Rogers)
*Very early, highest quality
Wilt Resistant Canning Pea.*

PEAS—Freezing Varieties

ALDERMAN (Tall Telephone)

72 Days

Vine	40 inch, dark, heavy							
Pod	4½ inch, dark, pointed							
Seed	very large, wrinkled							
Wilt Resistant								
Sieve	1	2	3	4	5	6	7	8
%	1	6	9	18	27	29	10	

GRADUS IMPROVED (Rogers)

65 Days

Vine	30 inch, dark, heavy							
Pod	4 inch, dark, pointed							
Seed	large size, wrinkled							
Wilt Resistant								
Sieve	1	2	3	4	5	6	7	8
%	3	6	9	19	26	31	6	

ONEIDA (Rogers)

65 Days

Vine	30 inch, dark, heavy							
Pod	3 ½ inch, dark, blunt, double							
Seed	large, green, wrinkled							
Wilt Resistant								
Sieve	1	2	3	4	5	6	7	8
%		6	11	18	33	28	4	

PERFECTED FREEZER

70 Days

Vine.....	28 inch, fairly heavy, medium dark							
Pod.....	3½ inch, light, blunt, double							
Seed.....	medium size, wrinkled							
Wilt Resistant								
Sieve	1	2	3	4	5	6	7	8
%		3	9	28	30	25	5	

THOS LAXTON (Rogers No. 251)

62 Days

Vine.....	30 inch, dark, slim							
Pod.....	3 1/2 inch, dark green, blunt							
Seed.....	large, wrinkled							
Wilt Resistant								
Sieve	1	2	3	4	5	6	7	8
%	2	5	6	15	27	25	20	



PERFECTED FREEZER

Dark green Seed Coat and Cotyledon
A Smaller Sieve heavy producer



VICTORY FREEZER (Rogers)								65 Days
Vine								29 inch, dark, slim
Pod								3 1/4 inch, dark, blunt, double
Seed								medium size, dark green, wrinkled
Wilt Resistant								All America Bronze Medal
Sieve	1	2	3	4	5	6	7	8
%		5	11	24	33	23	4	

PEAS—Garden Varieties

ALDERMAN (Tall Telephone)

72 Days

Vine 40 inch, dark, heavy
 Pod 4½ inch, dark, pointed
 Seed very large, wrinkled
 Wilt Resistant

ALASKA

58 Days

Vine 28 inch, light, slim
 Pod 2½ inch, light, blunt
 Seed medium size, smooth
 Wilt Resistant

AMEER (Claudit-Bountiful)

60 Days

Vine 30 inch, dark, medium
 Pod 3 inch, dark, pointed
 Seed large size, smooth
 Wilt Resistant

DWARF ALDERMAN (Rogers)

76 Days

Vine 22 inch, dark, heavy
 Pod 4½ inch, dark, pointed
 Seed very large size, wrinkled
 Wilt Resistant

DWARF GREY SUGAR

62 Days

Vine 24 inch, dark, medium
 Pod 2¾ inch, light, pointed
 Seed small, grey, smooth
 Wilt Resistant

DWARF MARKET (Rogers)

70 Days

Vine 28 inch, dark, heavy
 Pod 4¼ inch, dark, pointed
 Seed very large, wrinkled
 Well filled pods for Market Gardener

EVERBEARING

80 Days

Vine 26 inch, dark, heavy
 Pod 3 inch, light, blunt
 Seed very large, wrinkled
 Wilt Resistant



FREEZONIAN (Rogers)

63 Days

Vine 30 inches, dark, medium

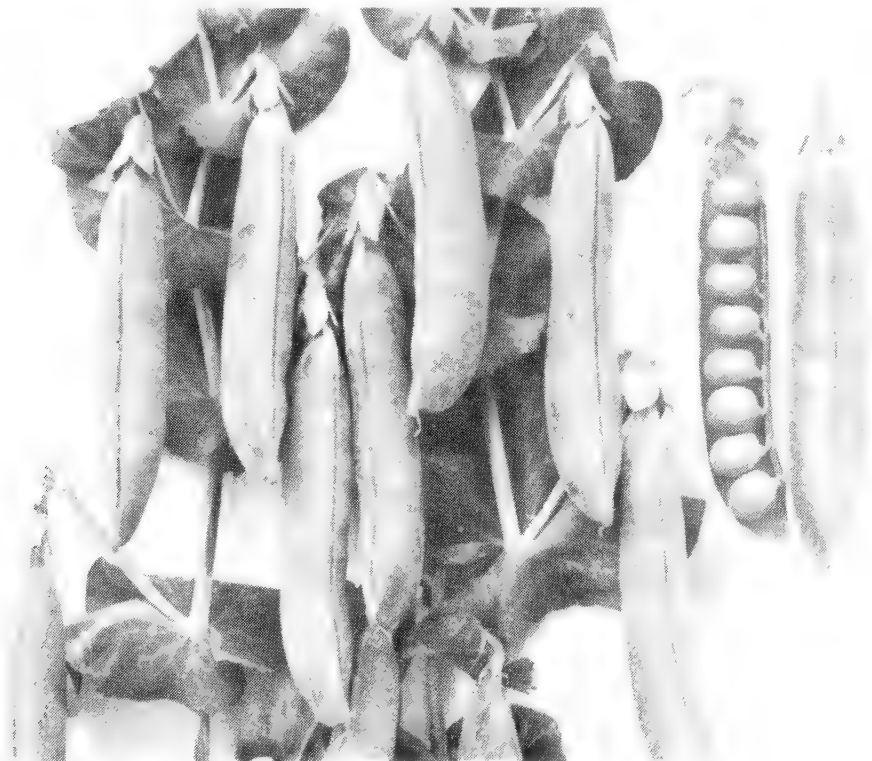
Pod 3 1/2 inches, dark green, blunt

Seed large, wrinkled

Wilt Resistant Broad full sized Market Pod

PEAS—Garden Varieties

GILBO (Rogers)	70 Days
Vine	28 inch, dark, heavy
Pod	4½ inch, dark, pointed
Seed	very large, wrinkled
Wilt Resistant	
EARLY GIANT (Rogers)	66 Days
Vine	24 inches, dark, heavy
Pod	4½ inches, dark, pointed
Seed	large, wrinkled
GRADUS, IMPROVED (Rogers)	65 Days
Vine	36 inch, dark, heavy
Pod	4 inch, dark, pointed
Seed	large, wrinkled
Wilt Resistant	
HUNDREDFOLD (Laxtonian)	65 Days
Vine	20 inch, dark, heavy
Pod	4 inch, dark, pointed
Seed	large, wrinkled



ICER No. 95 SHIPPING PEA

PEAS—Garden Varieties

ICER No. 95 (Rogers)	74 Days
Vine	24 inch, coarse, dark
Pod	4½-5 inch, dark, pointed
Seed	very large, wrinkled
Wilt Resistant	Picture Below
LAXTON'S PROGRESS	64 Days
Vine	15 inch, dark, heavy
Pod	4½ inch, dark, pointed
Seed	large, wrinkled
MORSE No. 9	64 Days
Vine	15 inch, dark, heavy
Pod	4½ inch, dark, pointed
Seed	large, wrinkled
LAXTON'S SUPERB	60 Days
Vine	18 inch, light, coarse
Pod	4 inch, dark, pointed
Seed	large, oval, smooth
Sometimes called Early Bird	
LITTLE MARVEL	63 Days
Vine	18 inch, dark, medium
Pod	3 inch, dark, blunt
Seed	large, wrinkled
ONEIDA (Rogers)	65 Days
Vine	30 inch, dark, heavy
Pod	3½ inch, dark, blunt, double
Seed	large, green, wrinkled
Wilt Resistant	
Use—Freezing and Garden	
PED. EX. EARLY (First & Best)	58 Days
Vine	24 inch, light, slender
Pod	2½ inch, light, blunt
Seed	cream, medium size, smooth
Wilt Resistant	
PREMIER (Rogers)	60 Days
Vine	22 inch, medium, heavy
Pod	2¾ inch, light, blunt
Seed	medium size, wrinkled

PEAS—Garden Varieties

THOMAS LAXTON (Rogers 251)

62 Days

Vine 30 inch, dark, slim
 Pod 3 1/2 inch, dark green, blunt
 Seed large, wrinkled
 Wilt Resistant

VICTORY FREEZER (Rogers)

65 Days

Vine 29 inch, dark, medium heavy
 Pod 3 1/2 inch, dark, blunt, double
 Seed medium size, dark green, wrinkled
 Wilt Resistant
 Use—Freezing and Garden

WORLD'S RECORD—EARLY GRADUS

59 Days

Vine 24 inch, light, medium
 Pod 3 1/2 inch, dark, pointed
 Seed large, wrinkled



Modern handling methods in Seed Pea warehouse in Idaho Falls, Idaho

BEANS—Bush Green Pod

BOUNTIFUL

51 Days

Pods are 7 inches long, straight, broad, flat, light green. Seed straw color.
Stringless Garden & Canning Variety

CONTENDER (Buff Valentine)

55 Days

Pods are 6½ inches long, slim, near round, dark green and stringless. Seed,
buff, lightly mottled. Mosaic Resistant
Market Garden & Shipping

FULL MEASURE, IMPROVED (Rogers)

60 Days

Pods are 6 inches long, fairly straight, round, dark green. Stringless.
Seeds: Reddish brown, mottled with buff Canning & Garden Variety

FULLGREEN

54 Days

Pods 5½ inches long, dark green, round, stringless. Mosaic Resistant and
tolerant to several other diseases.
Seed: Mouse grey to olive brown Garden & Canning Variety

GIANT STRINGLESS

56 Days

Pods are 6 inches long, round, fairly straight, light green. Stringless.
Seed: Yellowish brown Garden & Canning Variety

LANDRETH STRINGLESS (Burpees)

54 Days

Pods are 6 to 7 inches long, fairly straight, round, dark green. Stringless.
Seed: Light coffee brown. Garden & Canning Variety

LOGAN, IMPROVED

56 Days

Pods are 6 inches long, round, dark green. Stringless Mosaic Resistant
This strain is elevated or high bush type Garden & Canning Variety

NEW STRINGLESS (Tendergreen) Impd.

56 Days

Pods are 6 inches long, round, dark green, fairly straight. Stringless.
This strain is MOSAIC RESISTANT.
Seed: Brownish purple, mottled fawn.



IMPROVED NEW STRINGLESS
(Tendergreen)
ROGERS MOSAIC RESISTANT STRAIN
A hardy more productive improvement

BEANS—Bush Green Pod

LONGREEN (Rogers) 56 Days

Pods are 7 inches long, round, straight, dark green. Stringless.

Seed: Brownish purple mottled with fawn Garden & Canning Variety

PLENTIFUL (Black Seeded Bountiful) 53 Days

Pods similar to Bountiful, slightly longer and darker green. Straight.

Stringless

Seed: Black Garden Variety

RANGER 56 Days

Pods round, mostly straight, stringless, silvery green. Mosaic Resistant

Seed: White Canning Variety

REFUGEE, IDAHO 66 Days

Pods are 5 1/2 inches long, round, slightly curved, medium green. Stringless

Mosaic Resistant

Seed: Purple splashed with buff. Canning Variety

ROGERS SENSATION REFUGEE 64 Days

No. 1066

Pods 5 1/2 inches long, round, straight, medium green and stringless.

Mosaic Resistant

Seed: Purple splashed with buff. Canning Variety

ROGERS SENSATION REFUGEE 67 Days

No. 1071

Pods 5 1/2 inches long, round, straight, medium green and stringless.

Mosaic Resistant

Seed: Purple splashed with buff. Canning Variety



ROGERS IDAGREEN

(Dark Pod Refugee)

Vigorous bush type without runners. Pods $5\frac{1}{2}$ inches long, round, straight, dark green. Less fiber and much darker than Refugees.

STRINGLESS

MOSAIC RESISTANT

Seed: Purple splashed with buff.

BEANS—Bush Green Pod

RIVAL (USDA No. 6)

54 Days

Pods $5\frac{1}{2}$ to 6 inches long, round, dark green

Stringless

Mosaic Resistant

Seed: purple, brown mottled.

Garden & Canning



SLENDERGREEN (Rogers)

A very early bush bean maturing in 54 days. Pods 6 inches long, round, straight, slim and dark green. Stringless. Uniform maturity.

Seed: Purple splashed with buff.

Garden & Canning Variety

BEANS—Bush Green Pod

RUBY DWARF HORTICULTURAL

Pods 4 to 5 inches, broad, flat, dark green, streaked with red.

Seed: yellowish pink streaked with maroon

56 Days

Stringless



SUPERGREEN (Rogers)

With a 58 day maturity this All-America Bronze Medal Winner produces a 6 to 7 inch long, slim, smooth, dark green and stringless.

Seed: Light brown mottled with buff

BEANS—Bush Green Pod

STREAMLINER (Granada)

50 Days

Pods are 7 to 8 inches long, flat, tender in early stages and stringless

Seed: White

Garden Variety

STRINGLESS BLACK VALENTINE

55 Days

Pods are 6 inches long, narrow, oval, dark green, good quality, stringless.

Seed: Black

Good Shipper

STRINGLESS RED VALENTINE

54 Days

Pods are 5 inches long, round, somewhat curved. A selection from Red Valentine.

Seed: Red splashed with buff.

Garden Variety

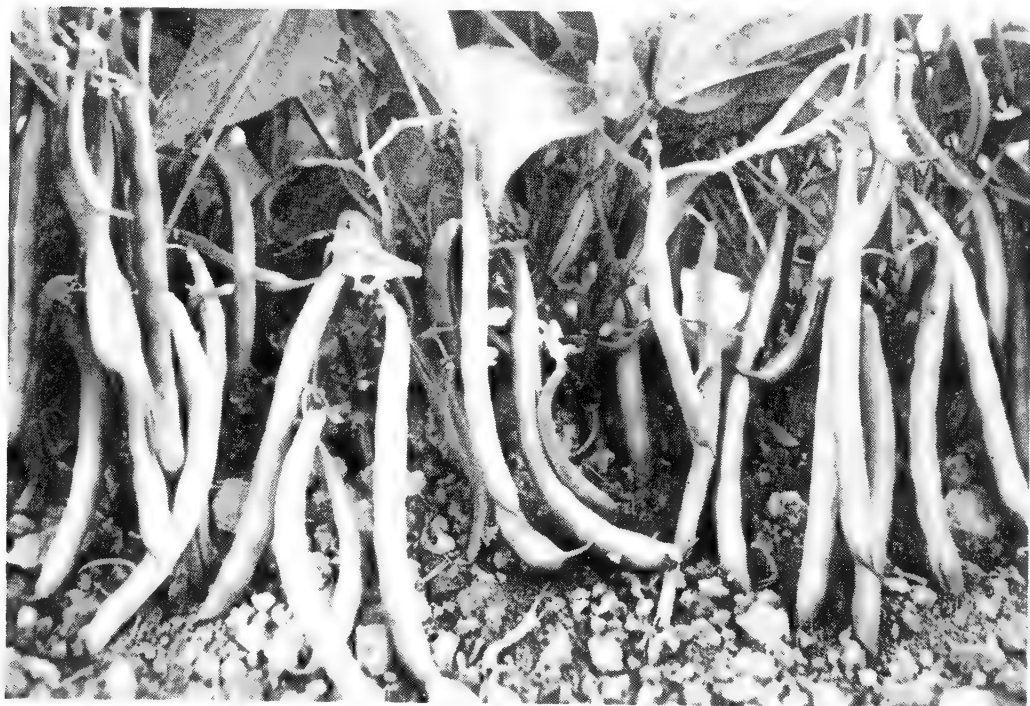
TENNESSEE GREEN POD

52 Days

Pods are 7 inches long, very broad, flat, dark green. Stringy. Very popular in the South.

Seed: Broad, flat, dk. brown.

Garden Variety



TOPCROP
(USDA No. 1)

Vine is 15 to 17 inches high. The pod concentration is good. It is early maturing in 52 days. Pods are 5½ inches long, stringless, round, dark green. Mosaic Resistant

Seed: Brown with buff mottle.

Garden & Canning Variety

BEANS—Bush Wax Pod

BRITTLE WAX (Round Pod Kidney) 62 Days

Pods are 6 inches long, very slightly curved, round, yellow, stringless.

Seed: White with black eye. Garden & Canning

BRITTLE WAX, IMPROVED 64 Days

Pods are 6 to 6½ inches long, round, very slightly curved, yellow, stringless.

MOSAIC RESISTANT More prolific

Seed: White with black eye. Garden & Canning Variety

BRITTLE WAX, WHITE SEED (Kingshorn) 62 Days

Pods 6 inches long, slightly curved, round, yellow, stringless.

Seed: Pure white Garden & Canning Variety

CHEROKEE WAX 58 Days

Pods 6 inches long, flat to oval, deep yellow, stringless. An improved type of Sure Crop Black Wax with narrower pod.

Seed: Black Garden Variety

DAVIS STRINGLESS WHITE WAX 52 Days

Pods are 6 to 6½ inches long, flat, slightly curved, light yellow, stringless.

Seed: White Garden Variety

PENCIL POD BLACK WAX 65 Days

Pods are 5½ to 6 inches long, round, slightly curved, yellow, stringless.

Seed: Black Garden Variety

PUREGOLD WAX (Rogers) 65 Days

Pods are 5½ to 6 inches long, slim, round, very golden yellow, stringless.

Seed: White with light brown around the eye

MOSAIC RESISTANT Garden & Canning Variety

ROGERS SENSATION WAX No. 1 55 Days

Pods 5½ inches long, slim, deep golden yellow, straight, round, stringless.

Very concentrated podding habit and first early.

Seed: White with brown eye. Garden & Canning Variety



BRITTLE WAX, IMPROVED
Rogers New Mosaic Resistant Strain
Description next page

BEANS—Bush Wax



PUREGOLD WAX (Rogers)
Mosaic Resistant Deep Yellow

STRINGLESS KIDNEY WAX (Impd.) 62 Days

Pods are 6 inches long, oval, quite straight, deep yellow, stringless.

Seed: White with black eye.

Garden & Canning Variety

SURE CROP (Bountiful Wax)

62 Days

Pods are 6½ inches long, flat, straight, deep yellow, stringless.

Seed: Black

Garden Variety

TOP NOTCH GOLDEN WAX (Imp. Gold.)

50 Days

Pods are 5 inches long, flat, straight, yellow, stringless.

Seed: White with brown eye

Garden Variety

UNRIVALLED WAX

51 Days

Pods are 5 inches long, narrow, fairly straight, yellow, fleshy, stringless when young

Seed: Small, glossy brown.

Garden Variety

BEANS—Pole

- BLUE LAKES, BLACK SEEDED (Rogers)** 65 Days
Vine 5 foot, dark green. Pods 7 inches, straight, round, stringless.
Resistant to Common Bean Mosaic.
Seed: Black Garden & Canning Variety
- CANFREEZER** 60 Days
Vine about 3 foot. Pods 5 to 6 inches, round, medium dark green, straight, stringless.
Seed: Black Garden & Canning
- GREEN SAVAGE** 62 Days
Vine about 4 foot. Pods 5 to 6 inches, oval, medium dark green, mostly stringless.
Seed: Black Garden Variety
- IDEAL MARKET (Black Creaseback)** 60 Days
Vine about 3½ foot. Pods 5½ inches, dark green, round. Stringless when young.
Seed: Black Garden Variety
- KENTUCKY WONDER (Old Homestead)** 65 Days
Vine 5 foot, vigorous. Pods 7½ inches, round, curved, silver green. Stringless when young.
Seed: Light brown, flat oval. Garden Variety
- ST. LOUIS PERFECTION** 62 Days
Vine 5 foot, large, medium green, open leaves. Pods 8 inches, straight, round, fleshy, silvery green. Stringless in the young stages.
Seed: White, very plump.
Sometimes called White Kentucky Wonder. Garden Variety

BEANS—Bush Lima

FORDHOOK BUSH

75 Days

Bush 19 inches, gray green. Pods 5 inches, straight to recurved, thick, plump, 3 to 5 beans.

Seed: Potato type, dimpled, greenish white.

FORDHOOK, CONCENTRATED

72 Days

Plants are stocky without tendrils. The majority of the pods set in the lower portion of the plant. Pods and seeds are slightly smaller than Regular Fordhook. Very prolific.

FORDHOOK 242 BUSH

70 Days

A top ranking All-American vegetable. Similar to Regular Fordhook but pods are shorter and uniformly curved. Most pods contain four seeds that shelled are identical to regular Fordhook. 242 has outstanding ability to set under adverse conditions, particularly in high temperatures. Excellent quality. Recommended for freezing.

Seed: Creamish green and light green.

HENDERSON BUSH

65 Days

Bush 16 inch, erect, runnerless, dark, glossy green. Pods 3½ inch, curved, flat, dark green with 3 to 4 beans.

Seed: Small, white, flat.

Canning & Freezing

IMPROVED EARLY THOROGREEN BUSH

65 Days

Bush 16 inches, erect, runnerless, dark, glossy green. Pods 3½ inches, curved, flat with 2 to 4 beans. Some habits as Henderson Bush, except for distinguishing feature of green cotyledons.

Seed: Green except for lighter shades bleached.

Canning & Freezing Variety



HARVEY W. MAUTH
Self pollinating sweet corn at Caldwell, Idaho.

SWEET CORN

Developments in the field of hybridization during the last twenty years have revolutionized the sweet corn seed industry. As a result of hybrid introductions during that period, seedsmen are able to offer their customers sweet corn with grater uniformity of ear type, plant habit and maturity than that possessed by open-pollinated varieties formerly used. Greater disease resistance, increased yields, and improved eating and processing qualities are to be found in the better hybrids.

Our sweet corn breeding and trials program is designed to maintain excellent strains of the generally accepted hybrid and open-pollinated types, as well as to develop and test new hybrids that will offer improvement in quality, yield, kernel character, ear type and plant habit.

An intense inbreeding program is carried on to originate new inbred lines and hundreds of experimental hybrids are made annually for testing in our trial plots. Only a very small percentage of such new crosses tested survive the critical evaluation to which they are subjected, as it is our intention to introduce only those hybrids which show definite superiority over established types of sweet corn in current usage.

Carefully selected and maintained parent stocks are used in our program. All possible care is exercised to maintain inherent purity of this parental material in the crossing fields by observing definite rules governing optimum isolation, careful roguing, and thorough and timely detasseling. Frequent inspections made during the growing season give assurance that the best field production practices are being employed.

In all processing steps, from field harvest through drying, shelling, cleaning and the final hand-picking, every precaution is taken to use the best techniques and machinery of the latest design to avoid mechanical injury and to produce seed of uniformly high vitality.

We wish to express our sincere appreciation to the personnel of the several Colleges and Universities through whose efforts and hybrid introductions much of the progress in sweet corn improvement has been made.

SWEET CORN

The following descriptive data is a summary of information recorded on our trial grounds over a period of many years. This data is comparative and would be expected to vary somewhat with the climatic and soils factors encountered in the various corn growing areas.



SWEET CORN

BURBANK BANTAM

80 to 84 Days

Ears 7 to 8 inch, with 12 to 14 rows of deep, yellow kernels. Equal in flavor to 8 row Bantam. Stalks $5\frac{1}{2}$ to 6 feet. Produces well under adverse conditions. Among the best of the open pollinated varieties for garden and market.

BURBANK NORTHERN CROSS

84 to 88 Days

(Selected Top Cross)

Stalks 6 to 7 feet. Hardy, prolific, resistant to wilt and ear worm. Ears 8 to 9 inches with 12 to 16 rows of deep yellow kernels. Good quality and nice uniformity of ear size and maturity. For Garden and Market.

CARMELCROSS

75 Days

Ears $7\frac{1}{2}$ inches, 12 to 14 rows, broad medium depth yellow kernels. More slender than Marcross C13X6. Stalk 5 to $5\frac{1}{2}$ foot and taller than Marcross C13X6. An early, midseason, widely adapted Hybrid. High quality for canning and freezing as well as market garden.

COUNTRY GENTLEMAN

95 Days

Ears, 7 to 8 inches, deep, white, slender, kernels with no row formation. Tender, sweet, excellent flavor. Small cob. Flag leaves. Stalk $6\frac{1}{2}$ to $7\frac{1}{2}$ feet. Used primarily for home gardening.

COUNTRY GENTLEMAN ILL. 8 x 6 (Hybrid)

90 Days

Ears 7 to 8 inches with very deep, small, tender, white kernels. Outstanding quality and cut per ton. Uniform. Sturdy 7 foot stalk. Produced from carefully bred and selected inbreds.

COUNTRY GENTLEMAN ILL. No. 13 (Hybrid)

92 Days

Ears 8 inches with narrow, deep, white, kernels. Stalk 8 to $8\frac{1}{2}$ feet. One of the highest yielding quality strains, superior to 8 x 6. Has white interior silk and excellent holding qualities.

SWEET CORN

EARLY EVERGREEN

90 Days

Ear 8 inches, 14 to 20 rows of deep, white kernels of good quality and sweetness. Stalks 7 to 8 feet. Used for market garden and canning. A selected strain in the Evergreen class.

GILL'S GOLDEN EARLY SWEET

63 Days

Ears 6½ to 7½ inches with 12 to 14 rows of fairly wide, golden yellow kernels, sweet and tender. Stalk 4 to 4½ feet. An excellent variety for home and market garden.

GOLDEN BANTAM 8 ROWED

78 to 80 Days

Ears 6 to 8 inches with 8 rows of kernels of finest flavor and sweetness. Usually produces two ears per stalk. Stalk 5½ to 6 feet. An excellent selected strain. Hardy and well known.

GOLDEN CROSS BANTAM (Hybrid)

88 Days

Ears 8 to 8½ inches with 12 to 14 rows of golden kernels. Sweet and tender. Top yielder, resistant to wilt. Very uniform. Stalk 6 to 6½ feet. A hardy top quality corn. The foremost yellow hybrid on the market today. Very wide range of adaptability. Used for garden, market, canning and freezing.

GOLDEN OR BANTAM EVERGREEN

85 to 90 Days

Ears 7 to 8 inches with 12 to 16 rows of medium width kernels. Good quality. Stalk 6 to 7 feet. A selection from a cross between Golden Bantam and Stowells Evergreen. Garden and market.

GOLDEN GIANT

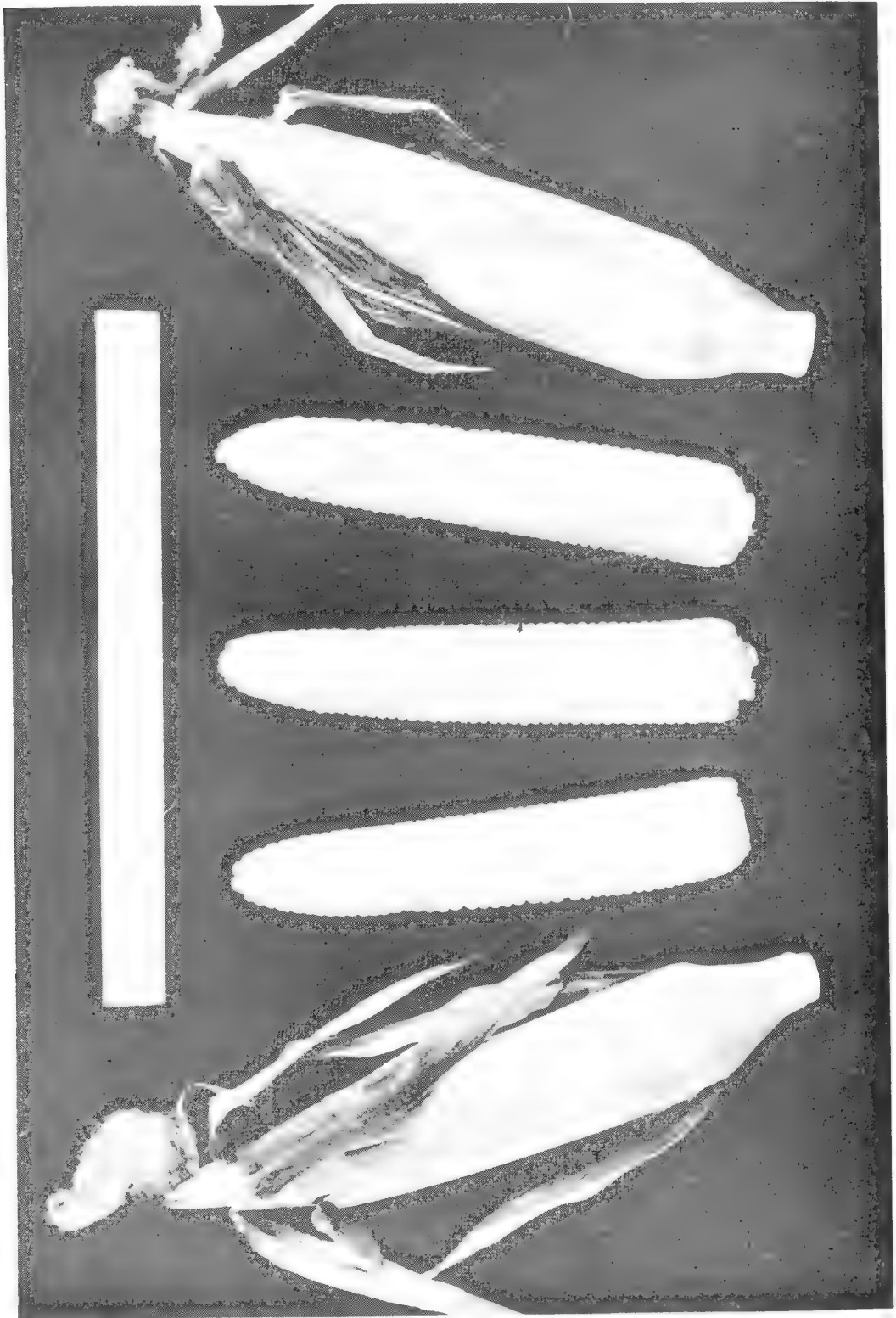
80 to 85 Days

Ears 7 to 8 inches with 12 to 16 rows of rather narrow, deep yellow kernels of good quality. Stalk 6 to 7 feet. A selection from a cross between Howling Mob and Golden Bantam. A garden and market corn.

GOLDEN SUNSHINE

72 to 76 Days

Ears 7½ inch with 12 to 14 rows of medium wide, deep yellow kernels of fine quality. Stalk 5 to 6 feet. Fine for early market or home garden, especially in Northern areas.



GOLDEN CROSS BANTAM (Rogers)

SWEET CORN

HOWLING MOB

87 Days

Ears $7\frac{1}{2}$ inches with 12 to 16 rows of white, plump, medium width kernels. Sturdy 7 foot stalk. A prolific variety of good quality for home and market gardening.

IONA (Hybrid)

90 Days

Ears $8\frac{1}{2}$ inches with 12 to 14 rows of medium width, light yellow kernels of excellent quality. Uniform. Stalk 7 to $7\frac{1}{2}$ feet. A high yielding hybrid becoming increasingly popular for canning and market gardening.

ILLINOIS GOLDEN HYBRID No. 10

89 Days

Ears 8 inches, medium thickness, 12 to 14 rows, deep, medium width and medium yellow kernels. Average tenderness and sweetness. Ear tips well covered. Short shank. Excellent uniformity. Stalks 7 feet, sturdy and very few suckers. White interior silk. For canning and market.

IOCHIEF (Hybrid)

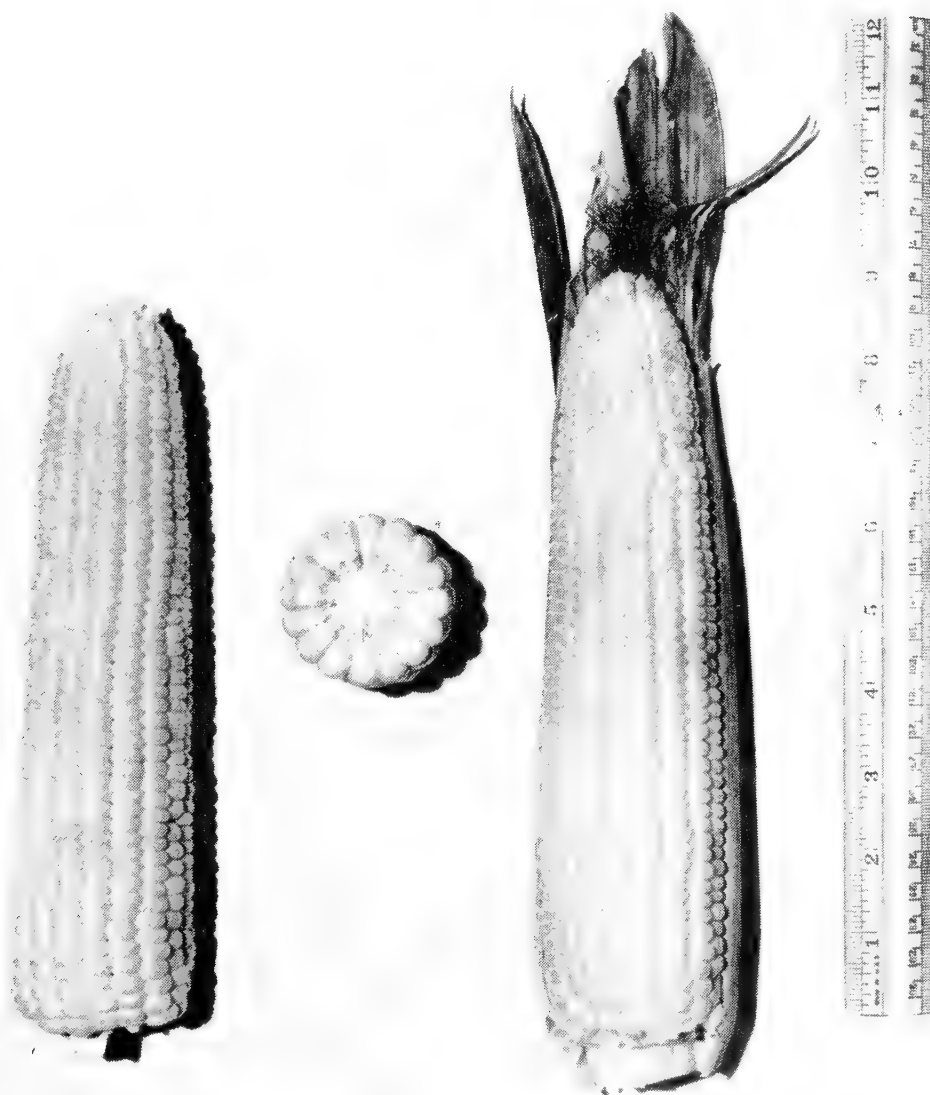
89 Days

An outstanding yellow hybrid developed by Dr. E. S. Haber of Iowa State College. Iochief has a top rating on basis of yield and cutting percentage. Excellent performance under drought conditions. Good flavor and tenderness.

Stalk 7 to $7\frac{1}{2}$ feet and virtually tillerless. Ears set well up on stalk for ease of harvesting. Ears $8\frac{1}{2}$ to 9 inches long, cylindrical, filled to tips and with 16 to 20 rows of very deep, narrow kernels. A clean silker. Good husk coverage. Holds prime quality well in the field.

High yield, top cut per ton, good color and quality plus refined kernel character combine to make Iochief an ideal canning and freezing variety of corn.

SWEET CORN



IOCHIEF

1950 crops have proven this variety to be outstanding.

LINCOLN (Hybrid)

82 Days

Ears 8 to 8½ inches with 14 to 18 rows, medium narrow kernels. Stalks 6½ to 7 feet, erect, resists lodging and ears born high. A cross of inbreds P39xC23. Primarily for market gardeners wanting large early ears. Good yielder.

SWEET CORN

MARCROSS C13x6 (Hybrid)

71 Days

Ears 7 to 7½ inches with 10 to 14 rows of fairly large, yellow kernels. Fairly good quality. Stalk 4½ to 5 feet. An early garden and market corn well known in all corn growing areas. A prolific producer.

MARCROSS NORTHERN (Selected Top Cross)

68 to 73 Days

Ears 7 to 8 inches with 14 to 16 rows of medium width, yellow, deep kernels. Sweet, tender. Stalk 5½ to 6 feet. A popular, large eared, early variety for market garden. Demand for this variety is growing rapidly.

NARROWGRAIN EVERGREEN ILL. 14x11 (Hybrid)

93 Days

Ears 8 inches with 18 to 22 rows of deep, slender, white kernels of fine quality. A few flag leaves. Stalk 8 feet. Good yield. Produces a more fancy kernel than 14 x 13.

NARROWGRAIN EVERGREEN ILL. 14x13 (hybrid)

93 Days

Ears 8 inches with 16 to 20 rows of very deep, medium width, white kernels of fine quality. Tender and sweet. Few flag leaves. Stalk 8 feet, well rooted. A high yielder, increasingly popular as a canning variety.

ROGERS GOLDEN HYBRID 394

89 to 90 Days

Ears 8 inches with 14 to 16 rows of yellow kernels slightly larger than Golden Cross. Good quality. Stalk 8 feet, sturdy with ears set higher than Golden Cross, slightly longer shanks. An excellent new hybrid which in all our trials outyields Golden Cross.

SIXTY DAY GOLDEN

60 Days

Ears 6 to 7 inches with 12 rows of rather wide, yellow kernels of very good quality. Stalk 5 feet. Ears of satisfactory size for early garden or market corn.

SWEET CORN

SIXTY DAY WHITE

60 Days

Ears 6 to 7 inches with 12 rows of rather wide, white kernels of good quality. Stalk 5 feet. Ears of satisfactory size for early garden or market gardening.

SPANCROSS (Hybrid)

66 Days

Ears medium 6 to 7 inches with about 12 rows of yellow kernels. Uniform in maturity and good quality. Stalk 4 feet, stocky, ears set low. Extra early, wilt resistant and somewhat resistant to cold. A cross of inbreds C13xC4.

STOWELLS EVERGREEN

95 to 100 Days

Ears 8 to 9 inches, 16 rows of deep, white kernels. Stalk 7 to 8 feet with very few suckers. Bred from selected, hardy strains. A high yielding, large eared Stowells for canning, market and gardening.

STOWELLS EVERGREEN (Hybrid)

95 Days

Ears 8½ inches with 16 to 20 rows of medium wide, white kernels. Stalk 8 feet with very few suckers. Good quality.

TENDERGOLD (Selected Top Cross)

77 Days

Ears 7 to 7½ inches with 12 to 16 rows of golden, narrow, deep kernels. Sweet, tender, fine quality. Stalks 5 to 5½ feet. A hardy strain of satisfactory yield for canning, market or home gardening.

WHIPPLES EARLY YELLOW

80 to 85 Days

Ears 7 to 8 inches with 12 to 16 rows of broad, deep, yellow kernels. A large eared type. Fine quality. Stalk 6 to 7 feet. A market and home gardening variety.



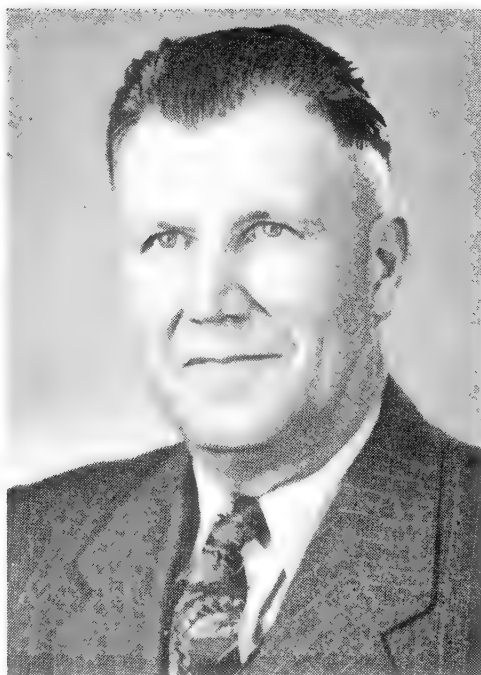
ONE OF THREE SEED PROCESSING PLANTS AT IDAHO FALLS, IDAHO



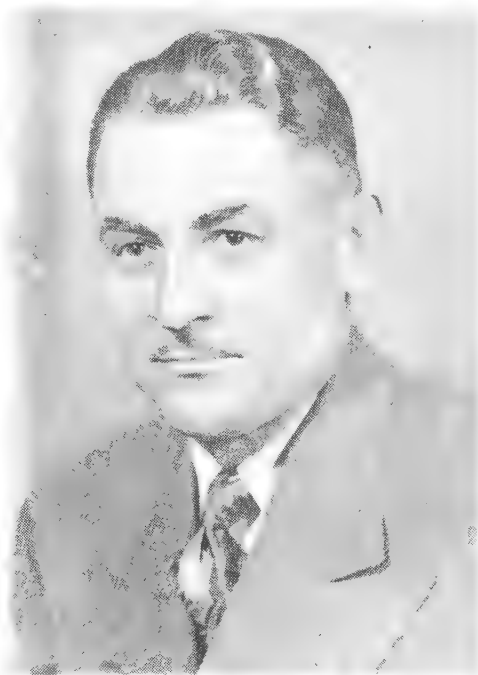
ASSEMBLY AND DISTRIBUTING TRANSIT WAREHOUSES, GREELEY, COLORADO



SEED PEA PROCESSING PLANT, COLFAX, WASHINGTON



A. C. (TED) TURNER
Mgr. Greeley, Colorado



ROY E. LORDS
Mgr. Colfax, Washington

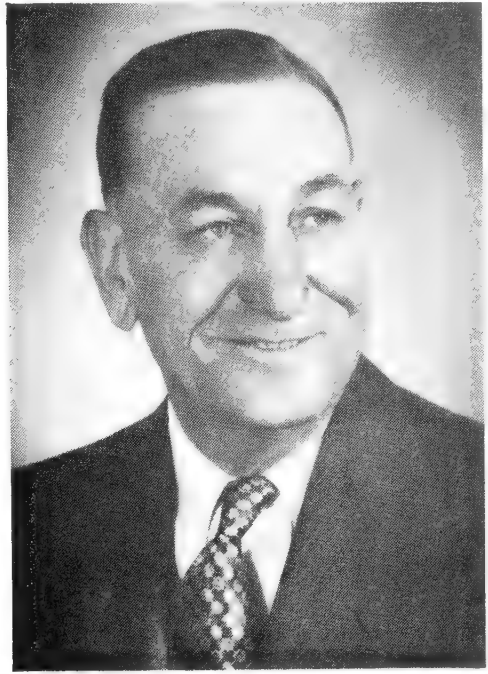


SEED PEA PLANT
Rigby, Idaho



SEED PEA PLANT
Ashton, Idaho

WARD H. COSTLEY
*General Upper Valley Manager
Rigby, Idaho*



ALBERT B. DUNN
*Manager
Ashton, Idaho*





SEED PEA PLANT
Dillon, Montana

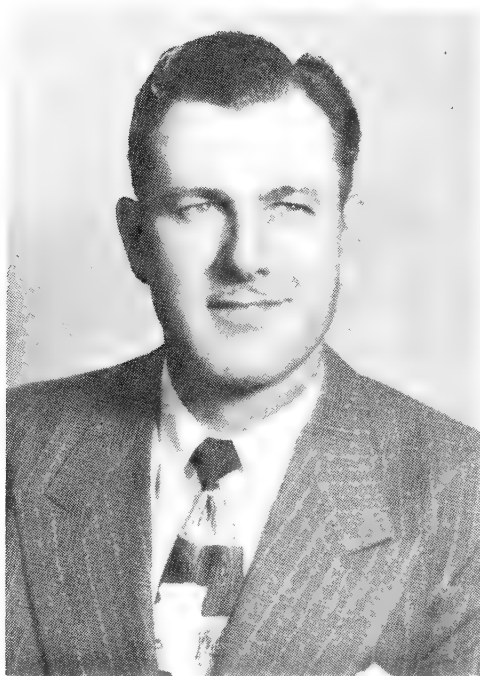


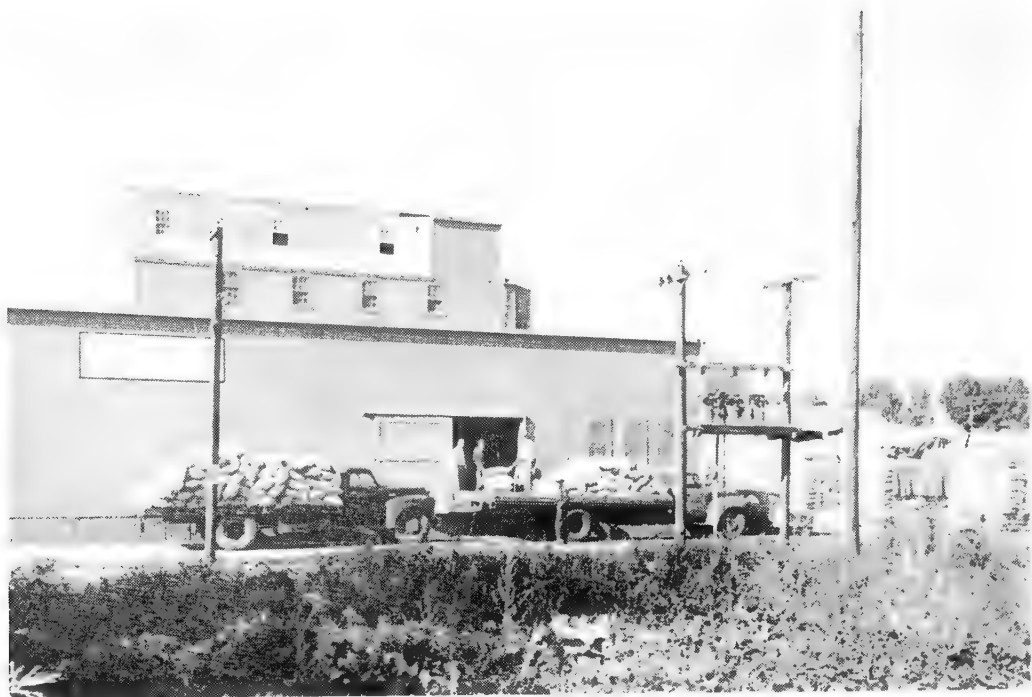
SEED PEA PLANT
Greenacres, Wash.

DEE T. FLITTON
Manager
Dillon, Montana



DARYL WOOD
Manager
Greenacres, Wash.



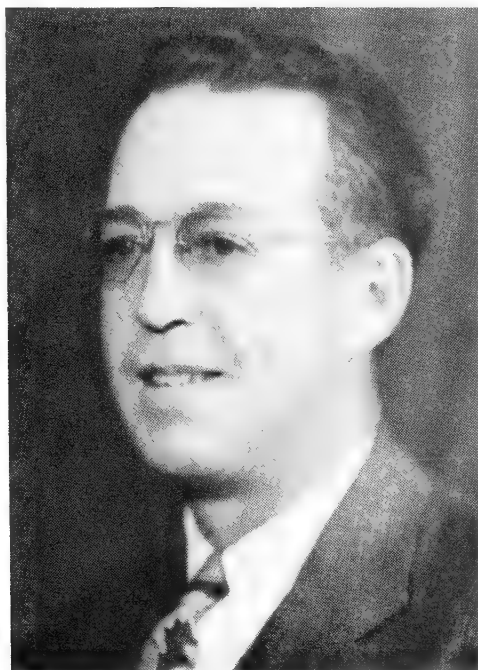


SEED PEA PLANT
Powell, Wyoming



SEED BEAN PLANT
Twin Falls, Idaho

REUEL C. LESSEY
Manager
Powell, Wyoming

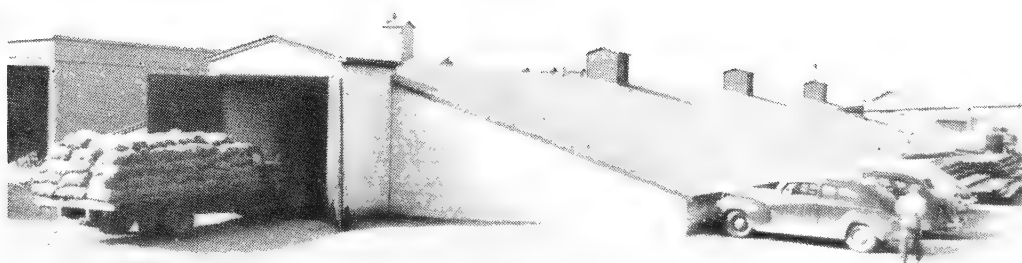


J. H. (JACK) MURRI
Manager
Twin Falls, Idaho





POTATO PRODUCTS PLANT, IDAHO FALLS, IDAHO
Potato Flour, Potato Cubes



RAW PRODUCT POTATO STORAGE
8,000,000 lb, capacity or equal to 10 day run



ROBERT H. THOMPSON
*Sales Manager
Food Products Division
Rogers Bros. Seed Co.
Chicago*

ROY KROLL
*Asst. Sales Manager
Food Products Division
Chicago*

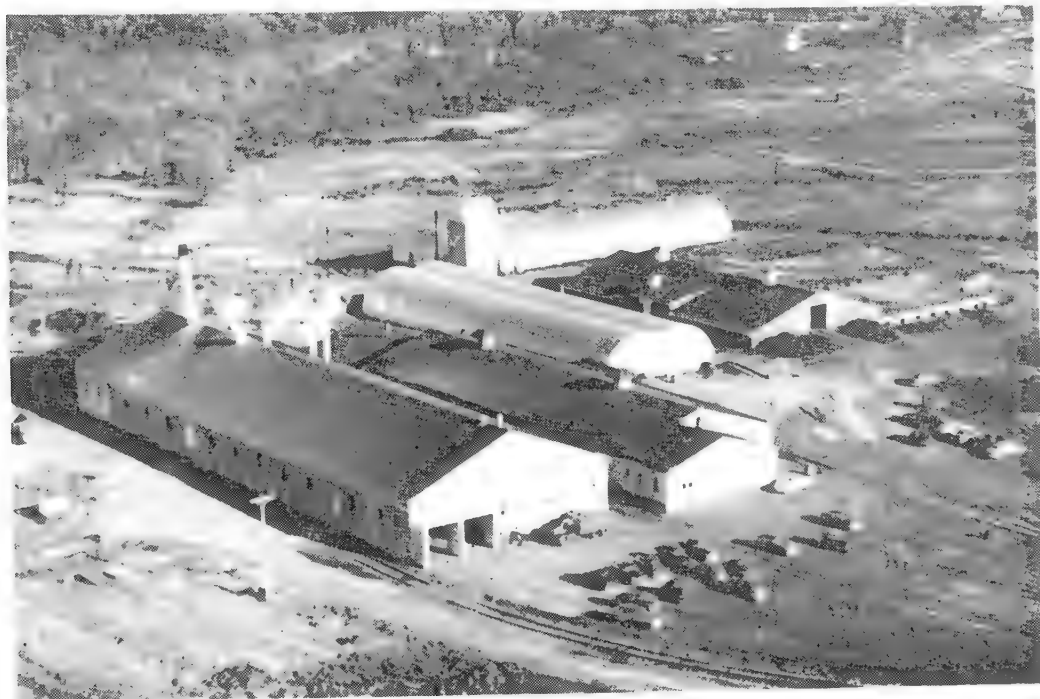




MARIE NELSON
Secretary
Food Products Division
Chicago



REAR VIEW OF DEHYDRATING UNITS
Idaho Falls, Idaho



POTATO FLOUR PLANT
Grand Forks, North Dakota



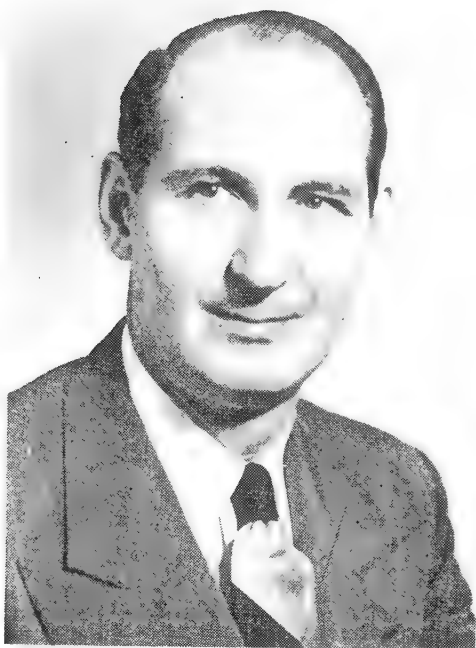
WARREN C. DENNING
*Manager, Potato Division
Idaho Falls, Idaho*



ROY E. FERGUSON
*Manager
Grand Forks, N. Dakota*



ROGERS FARM STORE
Idaho Falls, Idaho

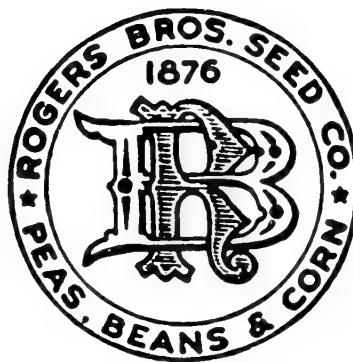


R. C. (DUTCH) MOLEN
Farm Store Manager



H. L. (MAC) MCBIRNEY
*Manager, Chemicals and
Fertilizers*





THE SEAL OF QUALITY



THE SEAL OF QUALITY